

## Welcome to [Introduction to Applied Behavioural Science](#)

Hello and thank you for signing up the course! ☺

### Course Structure

The course is comprised of two parts, Insight – understanding behaviours - and Change – intervening to change behaviour. Each section comprises three main sections. Each section will take around an hour and will include a mix of slide delivery, open questions, polls, group exercises and a break of at least 5 minutes.

#### Part 1: Insight (Weds 14<sup>TH</sup> Oct)

Timing	Section	Description
9:30am – 10am	Orientation	Welcome & introductions
10am – 11am	Target	Identifying, specifying and selecting behaviours
11am-12	Diagnose	Using models, theories and frameworks to analyse behaviour
12-1pm	Practice	Integrating behavioural science thinking with research practice

#### Part 2: Change (Thurs 15<sup>th</sup> Oct)

Timing	Section	Description
9:30am – 10am	Practice	Completing the Practice section exercise
10am – 11am	Intervention	Selecting intervention types
11am-12	Implementation	Considerations when implementing behaviour change intervention/s
12-1pm	Design	Thinking through the content and delivery of behaviour change intervention/s

### Reading

The following is a list of entirely optional, relatively brief readings that (IMHO) are interesting and/or enjoyable and/or useful. You will not be assessed or tested in any way - consider it mood music and, if you do decide to read them, I hope you enjoy them as much as I did.

- Gawande, A. (2013) [Slow Ideas](#), New Yorker

- Gopnik, A. (2015) [The Outside Game](#), New Yorker
- Kelly, M. P., & Barker, M. (2016) [Why is changing health-related behaviour so difficult?](#) Public health, 136, 109–116.

## **AOB**

Slides, further reading and resources will all be provided after the course.